

JAN 28 1925 ✓

©CIL 21073 C

✓ THE DEVIL'S CARGO ✓

✓ Photoplay in 8 reels ✓

✓ ✓ Based upon a ✓  
~~From the~~ Story by Charles E. Whittaker ✓

~~Entitled "The River Boat"~~

✓ Screen play by A. P. Younger ✓

Author of the Photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

JAN 28 1925

Washington, D. C.

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Famous Players Lasky Corporation

The Devil's Cargo - 8 reels

Respectfully,


FULTON BRYLAWSKI

The Famous Playere Lasky Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Devil's Cargo	1-26-25	©CIL 21073

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 26th day of  
Jan. 1925 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

Ret'd  
Feb. 3 - 1925

  
FEB 4 1925

JAN 28 1925

"The Devil's Cargo" Is 8 Reels—7,980 Feet

PARANO

## PRESS

Adolph Zukor and J. L. Lasky present  
A VICTOR FLEMING PRODUCTION  
"THE DEVIL'S CARGO"  
with Pauline Starke, Wallace Beery, William Collier, Jr. and Claire Adams  
From the story by Charles E. Whittaker  
Screen play by A. P. Younger  
A Paramount Picture

PURPOSE: To Help You See the Picture

# "The Devil's Cargo", the First Second Famous For, a

## "Devil's Cargo" At the Rio

First of Paramount's Second  
Famous Forty Group

(Synopsis Story)

THE Devil's Cargo," a Victor Fleming-Paramount production featuring Pauline Starke, Wallace Beery, William Collier, Jr., and Claire Adams, opens a... days' run next.....at the..... Theatre.

The story, adapted for the screen by A. P. Younger from Charles Whittaker's "The River Boat," deals with California in 1850, one of the most romantic periods that marked the growth of the West.

Pauline Starke, in the role of Faro Sampson, daughter of the proprietor of Sacramento's most notorious saloon and gambling hall, believes John Joyce (Collier), editor of the local newspaper, to be at the bottom of the vigilantes' plan to deport the town's undesirables. On the night of the raid she sends him a note, telling of her desire to lead a better life and asking him to come to see her.

When he arrives, she intrigues him skillfully and then denounces him as the vigilantes break in and find them together. He and his sister are deported with Faro, her father and the others.

The San Francisco vigilance committee refuses to let the river boat, with its cargo, land. A mutiny breaks out; the boat rams the dock and most of the passengers jump ashore.

Those left on board include Faro, Joyce and his sister and one or two others.

Wallace Beery, playing Ben, a muscular stoker who has been the under-dog all his life, comes on deck to find the captain slain. He throws the little first mate overboard, declares himself captain and forces all on the boat to carry out his orders. The boat, disabled, drifts oceanward through the Golden Gate.

The stoker forces Faro to accept his drunken attentions and crushes young Joyce with kicks and blows when he attempts to interfere.

From this point the action quickens. Big scenes pile right up on top of one another to a genuine smash climax.



Pauline Starke and William Collier, Jr. in the Paramount Picture "The Devil's Cargo"

Production Mat IPA

## FACTS

### Featured Players

PAULINE STARKE, Wallace Beery, William Collier, Jr., Claire Adams.

### Producer

Victor Fleming, who made "The Last Man," "Code of the Sea," "Empty Hands" and other big Paramount money-makers.

### Author

Charles E. Whittaker, whose "The Devil's Cargo" is an adaptation of his story, "The River Boat."

### Scenarist

A. P. Younger, who wrote the screen play, "Wordly George."

### Cameraman

C. Edgar Schoenbaum, Fleming's regular photographer. He "shot" "Empty Hands," etc.

### Type of Story

A dramatic love story dealing with the activities of the Vigilantes in Sacramento in the early days of California—a romantic thriller that is action-plus from title to fadeout.

### Selling Points

"The Devil's Cargo" is just a little bit different from anything you've ever seen before, and that's the truth.

It's a story of the most colorful spot in the West during the most colorful period of the West's history—the "he-man" gold-rush days of 1850—with a cast of popular favorites.

### Big Scenes

## Absolutely Certain to be Dramatic Wallops of

Made by the Producer of "Empty Hands,"  
Stark, Wallace Beery, William Collier, Jr. and Claire Adams Are

A POWERFUL story of the romantic gold-rush days and one good man swept out to sea in a flimsy river boat—literally "the scum of the earth."

How they fight their way out and change the character of the town is worked out in a picture of intense appeal.

In this, Wallace Beery, of "Robin Hood" and "Sea Hunt," is at his career.

OF the many exciting stories that have been written about California of 1850, "The Devil's Cargo" is the most thrill-filled.

Victor Fleming, producer of "Code of the West," "Empty Hands" and other big melodramatic hits, produced the story by Charles Whittaker, originally published under the title of "The River Boat."

The story is one of Sacramento, at that time the worst town on the face of the earth—a town where shooting was no crime and the vigilantes were the law.

## Short Synopsis and

### Cast

Ben.....Wallace Beery  
Faro Sampson, Pauline Starke  
Martha Joyce... Claire Adams  
John Joyce, William Collier, Jr.  
Mate.....Raymond Hatton  
Jerry Dugan...George Cooper  
Millie.....Dale Fuller  
Jimmy...."Spec" O'Donnell  
"Square Deal" Sampson, Emmett C. King  
Farwell...John Webb Dillion  
Briggs.....Louis H. King

SACRAMENTO in the gold days of 1850 is the world's worst town. To combat lawlessness the better element has banded together in a Vigilance Committee.

John Joyce, a slightly bigoted but earnest young man, arrives with his sister Martha to edit the town's only paper for the advancement of the cause of the vigilantes. He meets Faro Sampson, apparently a sweet, charming girl of the better type, in reality the daughter of the proprietor of the most notorious gambling den in Sacramento. He falls in love with her, only to be thoroughly disillusioned.

Joyce's association with the daughter of their arch-enemy is looked upon with suspicion by the vigilantes who, with California's admission to the Union, charter a

her arms and casts him from her as a hypocrite and a liar just as the vigilantes break through the



PARAMOUNT

Anything in This Press Sheet May Be Reprinted

# SHEET

Adolph Zukor and Jesse L. Lasky present  
A VICTOR FLEMING PRODUCTION  
"THE DEVIL'S CARGO"  
Pauline Starke, Wallace Beery, William Collier, Jr. and Claire Adams  
From the story by Charles E. Whittaker  
Screen play by P. Younger  
A Paramount Picture

SE: To Help You See the Picture to the Public.

## the First of Paramount's For , a Powerful Love Drama

Certainly be One of the Big  
ic Wallops of the Year

roducer of "Empty Hands" - Pauline  
allace Beery, William Collier, Jr.,  
Claire Adams Are Featured

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inhabitants went around at high pitch, keyed  
up by bad liquor and constant gun-play—  
own cut off from the rest of the world and  
glad of it, as were the law-abiding citizens of  
neighboring San Francisco.

The story calls upon each of the featured  
players for the finest performance of his  
career.

Thrills, big moments, fights, tense scenes,  
ACTION! ACTION! ACTION! Here's a  
opper!

## Synopsis and Cast

### Cast

Ben.....Wallace Beery  
Faro Sampson, Pauline Starke  
Martha Joyce..Claire Adams  
John Joyce,  
William Collier, Jr.  
Mate.....Raymond Hatton  
Jerry Dugan..George Cooper  
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Farwell..John Webb Dillon  
Briggs.....Louis H. King

her arms and casts him from her  
s as a hypocrite and a liar just as  
the vigilantes break through the

dock and the landing of most of  
the passengers. Among those left  
on board as the boat, with her  
engines useless, drifts out through  
the Golden Gate are Faro, Joyce  
and his sister.

Ben, a simple-minded brute of  
a stoker who had been cuffed and  
kicked all his life, comes up from  
below to find the captain slain.  
He throws the mite of a first mate  
overboard and, crazed with the  
self granted rank of Captain,  
forces everyone to obey the whims  
of a mad man.

The giant stoker is more than  
a match for any three men on  
board and he boots Joyce around  
to a fare-the-well when the latter  
interferes when Ben is about to  
force his attentions upon Faro.  
But Joyce keeps coming back  
for more, and finally, with the



Pauline Starke  
in the Paramount Picture  
'The Devil's Cargo'

Production Mat 1PB

### Strong Cast in New Paramount

Pauline Starke, Wallace Beery  
in "The Devil's Cargo"

PAULINE Starke, Wallace  
Beery, William Collier, Jr.,  
and Claire Adams comprise the  
quintet of players in  
the new Victor  
production  
"The Devil's Cargo," com-  
ing next to the.....  
Theatre.

Miss Starke's role is that of  
Faro Sampson, daughter of the  
proprietor of the most notorious  
saloon and gambling den in Sacra-  
mento—a girl of many moods.  
She is seen as a sweet demure  
girl, a calculating, revengeful  
woman, a fighting tigress, tender,  
wistful all at one and the same  
time.

It is claimed that Beery gives  
the finest of all his screen charac-  
terizations as Ben, a stoker on the  
river boat, a simple-minded hulk  
of a fellow who has been beaten  
from pillar to post all his life.  
Wallace is always at his best when  
he's at his worst—if you follow  
what we mean. And he's real devil-  
ish in "The Devil's Cargo."

Young Collier plays the editor  
of an 1850 newspaper and Miss  
Adams is his puritanical sister.

Other big names in the cast are  
Raymond Hatton in a great  
comedy part of the first mate on  
the river boat—the scenes between  
him and Beery furnish many a  
laugh for the audience. "Spec"

### Fleming Film on Action-Thriller

"The Devil's Cargo" Here  
With Stellar Cast

(Synopsis Story)

A STORY that has all the ac-  
curacy and all the atmosphere  
of the pioneer days of California  
without dragging in scene after  
scene of purely historical and  
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The picture is an adaptation of  
Charles Whittaker's "The River  
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lawlessness ran riot, told in a  
forceful, straightaway manner.

The story deals with the advent  
in Sacramento of John Joyce  
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to edit the local paper. He ac-  
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hall proprietor.

Joyce is of a more or less pur-  
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in with the vigilantes and their  
plans to deport the city's unde-  
sirable. Faro learns of it and  
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by exposing him in a very un-  
favorable light. He and his sister  
are deported with the rest, as a  
result.

A river boat leaves Sacramento  
with a motley array of passengers,  
gamblers, thieves, cut-throats. The  
captain is refused the privilege of  
landing at San Francisco. A  
mutiny breaks out. The ruffians  
take command and the dock is  
rammed and most of the pas-  
sengers hop ashore. Faro, Joyce  
and a couple of others remain  
aboard as the boat, helpless, drifts  
seaward.

Out on the Pacific in a flimsy  
river boat, an innocent girl and  
one good man surrounded by a  
human cargo—"the scum of the  
earth"—battle their way through  
and find their salvation in the end  
of what is as gripping a romance  
as anything you've ever witnessed  
on the screen.

Pauline Starke has the role of  
Faro in the production. She and  
Collier are featured with Wallace  
Beery and Claire Adams. Beery,  
it is said, gives a forceful charac-



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When he arrives, she intrigues him skillfully and then denounces

him as the vigilantes break in and find them together. He and his sister are deported with Faro, her father and the others.

The San Francisco vigilance committee refuses to let the river boat, with its cargo, land. A mutiny breaks out; the boat rams the dock and most of the passengers jump ashore.

Those left on board include Faro, Joyce and his sister and one or two others.

Wallace Beery, playing Ben, a muscular stoker who has been the under-dog all his life, comes on deck to find the captain slain. He throws the little first mate overboard, declares himself captain and forces all on the boat to carry out his orders. The boat, disabled, drifts oceanward through the Golden Gate.

The stoker forces Faro to accept his drunken attentions and crushes young Joyce with kicks and blows when he attempts to interfere.

From this point the action quickens. Big scenes pile right up on top of one another to a genuine smash climax.

"The Devil's Cargo" is the first of Paramount's Second Famous Forty.

Claire Adams is cast as Martha, Joyce's sister, and Raymond Hatton as the role of the first mate of the river boat. He furnishes much comedy in the picture until the unfeeling Beery tosses him into the bay.

Others in the cast are George Cooper, Dale Fuller, "Spec" O'Donnell, Emmett King, John Dillion and Louis King.

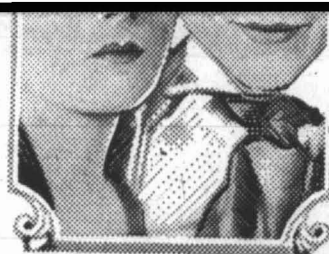
## "Devil's Cargo" Coming

The Paramount picture, "The Devil's Cargo," a Victor Fleming production adapted from Charles E. Whittaker's story. "The River Boat," and featuring Pauline Starke, Wallace Beery, William Collier, Jr., and Claire Adams in the principal roles, opens a... days' run at the..... Theatre next.....

The story is a colorful tale of the early California gold days, dealing with the activities of the vigilantes, a group of law-abiding citizens who band together and bring about the wholesale deportation of the town's "tougher element."

Here's that different kind of picture you've been waiting for!

Raymond Hatton heads an ideal cast.



Pauline Starke and William Collier, Jr. in the Paramount Picture "The Devil's Cargo"

Production Mat IPA

## FACTS

### Featured Players

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### Producer

Victor Fleming, who made "The Last Man," "Code of the Sea," "Empty Hands" and big Paramount money-maker.

### Author

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### Type of Story

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### Selling Points . .

"The Devil's Cargo" is just a little bit different from anything you've ever seen before, and that's the truth.

It's a story of the most colorful spot in the West during the most colorful period of the West's history—the "he-man" gold-rush days of 1850—with a cast of popular favorites.

### Big Scenes

The roundup of the undesirables in Sacramento, showing them being herded onto the river boat and deported. The scene in which the young editor is found alone with Faro Sampson in her home when the vigilantes break in.

The "Bonanza" saloon and gambling hall. Lots of action here. Scenes aboard the old river boat when she rams the dock at San Francisco; many of the passengers jump to safety or swim ashore. The fight aboard the drifting boat far out beyond the Golden Gate, in which the powerful stoker (Wallace Beery) beats up Collier and a couple of others, all paythings against his merciless brute strength.

There's great comedy relief throughout the entire length of the production, too, much of it being furnished by Raymond Hatton in the role of the diminutive first mate of the river boat whose "piping" on a bosn's whistle nearly drives Beery silly—wherever the hulking stoker goes, the whistle follows. Then the worm turns and it's not so funny—for Hatton.

Another big moment is when Collier enters the notorious "Bonanza" saloon and encounters the daughter of the proprietor, Pauline Starke, whom he had fallen desperately in love with in the belief that she was a sweet, charming young girl, a total stranger to the surroundings in which he now finds her.

made by the Producer of  
**Stark, Wallace Beery, and Claire Adams Are**

**A** POWERFUL story of the romantic gold-rush days and one good man swept out to sea in a flimsy river literally "the scum of the earth."

How they fight their way out and change the character is worked out in a picture of intense appeal.

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## Short Synopsis is at

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Mate.....Ray	Raymond Hatton
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Joyce's association with the daughter of their arch-enemy is looked upon with suspicion by the vigilantes who, with California's admission to the Union, charter a river boat, planning to round up all undesirables and deport them to San Francisco.

Faro knows that Joyce is at the bottom of this move and brings him to her home with a note that she wants him to help her lead a better life. She soon has him in

her arms and casts as a hypocrite and the vigilantes break door. Everything is Joyce, and he and deported with the rest. At San Francisco meets the river boat to permit the captain landing. A man followed by



Pauline Starke, Wallace Beery, Victor Fleming Production "The Devil's Cargo"

Three-column Production Mat 3P



Wallace Beery, William Collier, Jr.,  
and Claire Adams Are Featured

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Wallace Beery and William Collier, Jr. in the  
production "The Devil's Cargo" A Paramount Picture  
Three-column Production Mat 3P



Pauline Starke  
in the Paramount Picture  
'The Devil's Cargo'

Production Mat 1PB

Strong Cast in  
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Pauline Starke, Wallace Beery  
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O'Donnell as the 'printer's devil',  
George Cooper, Dale Fuller, Em-  
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"The Devil's Cargo" is a story  
of the early gold rush days in  
California. A. P. Younger wrote  
the screen play from the story,  
"The River Boat," by Charles E.  
Whittaker.

Introducing the Flapper  
Vamp of '49

Pauline Starke does the intro-  
ducing in the Paramount produc-  
tion of "The Devil's Cargo"  
which opens next.....at the  
.....

It is the first time Miss Starke  
has attempted a role of this kind.  
She has not become a real dyed-  
in-the-wool screen vampire, how-  
ever, for she is the heroine of the  
picture, a dramatic love story of  
the old gold days of California.

The flapper vamps of California  
in the pioneer days differed ma-  
terially from the flapper vamps of  
the present time according to this  
story which is a screen version of  
Charles Whittaker's "The River  
Boat."

Wallace Beery, in a heavy role,  
William Collier, Jr., and Claire  
Adams are featured with Miss  
Starke in the leading roles of the  
production.

"The Devil's cargo is a melo-  
dramatic love thriller—and it's  
action from start to finish!

A STORY that has all the ac-  
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terization unlike anything he's  
ever done before.

There's a strong cast playing in  
support of the principals.

Beery's New One

Wallace Beery is said to have  
the finest role of his screen career  
in the new Paramount picture,  
"The Devil's Cargo," a Victor  
Fleming production which will be  
the feature all next week at the  
..... He is featured in  
the cast along with Pauline Stake,  
William Collier, Jr., and Claire  
Adams. Raymond Hatton, Dale  
Fuller and other big names ap-  
pear in support.

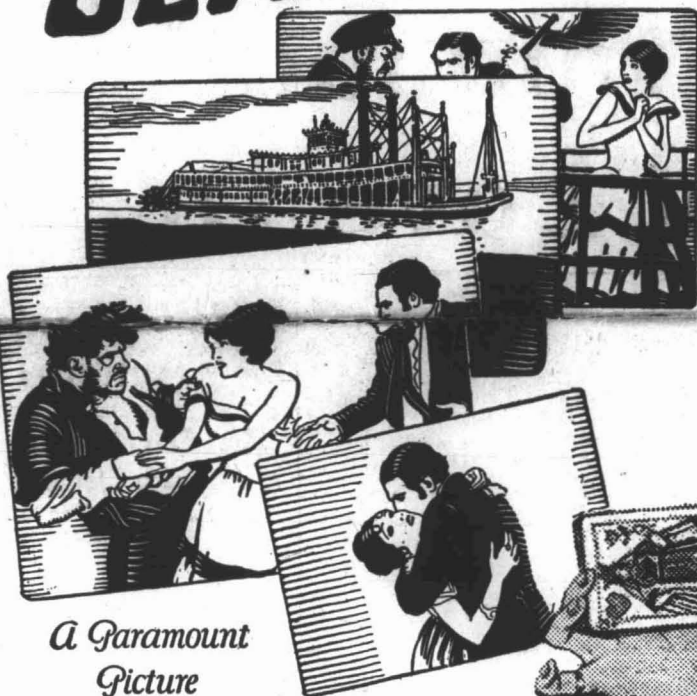
"The Devil's Cargo" is an  
adaptation by A. P. Younger of  
the story, "The River Boat," by  
Charles A. Whittaker. Berry  
plays a big, slow-moving, slow-  
thinking stoker who comes on  
deck one day to find his captain  
slain. He tosses the little runt of  
a first mate into the sea and makes  
everyone on board the boat hop  
at his slightest command. It's a  
new kind of role for Wallace. It  
gives him a chance to be funny.  
And it is said he has made the  
most of it.

You'll enjoy "The Devil's  
Cargo."



STEER "THE DEVIL'S CARGO" RIGHT  
YOU CAN'T GO WRONG WITH T

# "THE DEVIL'S CARGO"



A Paramount  
Picture

A ROUSING romance-thriller of California in the gold rush days of '49. Produced by the man who made "Call of the Canyon."



PRODUCED BY  
ADOLPH ZUKOR  
JESSE L. LASKY  
A  
VICTOR FLEMING  
PRODUCTION  
WITH  
PAULINE  
STARKE  
WALLACE  
BEERY

Four-column Newspaper Advertisement 4A

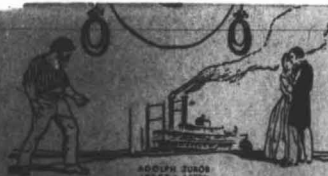
Other production scenes  
Page 1.



Pauline Starke and William Collier, Jr. in the Victor Fleming Production  
"The Devil's Cargo"

Two-column Production Mat 2P

## "THE DEVIL'S CARGO"



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A VICTOR FLEMING PRODUCTION  
WITH  
PAULINE STARKE WALLACE BEERY  
WILLIAM COLLIER, JR. CLAIRE ADAMS  
A Paramount Picture

THE Devil's Cargo" is a fascinating melodrama, and the ideal picture for anybody with red blood and a love for excitement.

One-column Press Ad 1A



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See Price



**"CARGO" RIGHT WITH PARAMOUNT AIDS  
WRONG WITH THIS HIGH GRADE ADVERT**



PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

A  
**VICTOR FLEMING**  
PRODUCTION

WITH  
**PAULINE STARKE**  
**WALLACE BEERY**

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CO.

Advertisement 4A

Other production scenes on  
page 1.

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A  
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WITH  
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**WALLACE BEERY**  
**WILLIAM COLLIER, JR.**  
**CLAIRE ADAMS**

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

A  
Paramount  
Picture



A WHIRLWIND ac-  
tion tale of romance  
and regeneration in the  
lawless '49s. A shipload  
of thrills and excitement.

Three-column Newspaper Advertisement 3A



ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

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One-column Press Ad 1A

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

Paramount  
Picture



VICTOR FLEMING  
PRODUCTION

Two-column Supplementary Press Ad 2AS

## Trailers Build Business

National Screen Service, Inc., issues an excellent Service Trailer on "The Devil's Cargo."

It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

You can get regular monthly Trailer Service, including trailers on the production of Paramount and all other companies for a nominal sum.


Write to your nearest National Screen Service office. See Price List on page 4.

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

A  
VICTOR FLEMING  
PRODUCTION

## "The Devil's Cargo"

WITH  
PAULINE STARKE WALLACE BEERY  
WILLIAM COLLIER, JR. CLAIRE ADAMS



From the  
story by  
Charles E.  
Whittaker  
Screen play  
by A. P.  
Younger

THE romance of or-  
cent girl and on  
man caught in a ship  
human derelicts.

Waves of exci-  
storms of emotions,  
winds of entertain-  
"The Devil's Cargo"  
the elements that m-  
perfect picture.

Two-column Supplementary Press Ad 2AS



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One-column Press Ad 1A

PRODUCED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

Paramount  
Picture



Two-column Su

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Natio nial Screen Ser  
Trailer o n "The Devil's

It con sists of 75 feet  
ing titles and a half do  
from the picture. It sell  
after rele ase date, with  
two week ts of booking.  
with \$1 r efund if return  
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A Paramount Picture  
PRESENTED BY  
ADOLPH ZUKOR JESSE L. LASKY

From the story by  
Charles E. Whittaker  
Screen play by  
A. P. Younger

I F there's a drop  
of red blood in  
you, this picture  
will send it leaping  
through your veins.  
You'll marvel that  
one picture could  
hold so many  
thrills.

Two-column Press Advertisement 2A

WHAT MAKES

## THE DEVIL'S CARGO

WINDOW CARD  
(Only seven cents apiece)



WILLIAM COLLECTOR  
CLAIRE ADAMS

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY



A WHIRLWIND ac-  
tion tale of romance  
and regeneration in the  
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VICTOR FLEMING  
PRODUCTION

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storms of emotions, whirl-  
winds of entertainment—  
"The Devil's Cargo" has all  
the elements that make the  
perfect picture.

Two-column Supplementary Press Ad 2ASX

Down the roaring river  
laden with golden  
entertainment!

ADOLPH ZUKOR & JESSE L. LASKY PRESENT

A VICTOR FLEMING  
Production

# "THE DEVIL'S CARGO"

WITH

PAULINE STARKE, WALLACE BEERY  
WILLIAM COLLIER, JR., CLAIRE ADAMS

FROM THE STORY BY CHARLES E. WHITTAKER SCREEN PLAY BY A. P. YOUNGER

A Paramount Picture



ATTRACTIVE COLORED HERALD—\$3.00 PER 1,000



# EXHIBITORS WILL FIND ANOTHER BIG "THE DEVIL'S CARGO"—USE THESE

## SPECIALS

### Narrow Squeak

**P**AULINE STARKE, Wallace Beery and other featured players in "The Devil's Cargo", Victor Fleming's newest Paramount production, were congratulating themselves just after completion of certain scenes for the picture on the narrow squeak by which they missed an unsought sea voyage in a leaky, flimsy, flat bottomed river boat.

Fleming had "shot" several scenes of this early California story on an 1850 sternwheel riverboat on the Sacramento River. Later he took the same boat down into San Francisco Bay for another sequence.

Everything was all right until the tide began to sweep out through the Golden Gate and took the river boat with it, the ancient wood burning engines falling in their effort to hold against the current. No tug had been brought along and the boat be-

gan to pitch as it neared the rougher water.

With much tooting of the whistle, hoisting of signals and shouting, the attention of a passing tug was attracted and the boat was towed back to dock.

William Collier, Jr., and Claire Adams are featured with Miss Starke and Beery in the cast of "The Devil's Cargo", which will be shown next ..... at the ..... Theatre.

Other embryo sailors on the eventful trip were Raymond Hatton and Dale Fuller.

"The Devil's Cargo" is a screen version of Charles E. Whittaker's story, "The River Boat." A. P. Younger wrote the screen play.

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The man who really knows "bad men" had an important part in the making of "The Devil's Cargo", a Victor Fleming production for Paramount coming next ..... to the ..... Theatre. The story is one of early California in the gold-rush days and features men who were rough and ready for trouble of any kind.

The expert is Scott Turner, the "Cherokee Kid," famous gambler whom Victor Fleming secured to lend technical advice during the filming of the gold camp gambling hall scenes.

According to Turner the most malevolent "bad man" he ever knew was a woman. She was Belle Starr, a Cherokee outlaw and train robber in the Indian Territory.

"Jesse James had a run-in with

Belle Starr he never forgot," says Turner. "He was pretty tough himself. James and his gang had just held up a train and they drifted down into the Territory until the government's interest in the affair had time to cool. Belle—she gave me the nickname of "Cherokee Kid," by the way—walked into a saloon in Fort Smith and saw Jesse James.

"Belle figured the Territory was her own private hunting grounds. She was a powerful woman and she kicked James from one end of the place to the other and then threw him out into the street. I saw her do it. She was killed by government deputies a few years later."

There is one particularly "bad" character in "The Devil's Cargo" played by Wallace Beery. In addition to Beery the featured players are Pauline Starke, Claire Adams and William Collier, Jr.

### Pauline Starke Could Teach If She Ever Left Movies

Explaining to members of the younger generation why two plus two equal four and drumming into little heads the names of the States, their capitals and principal products would be the work followed by Pauline Starke if she were not a motion picture actress. Chance took her from the doors of the California

## "The Devil's Cargo" Action Story of California in 1850

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"Life in the g Fleming. "An argu the debaters being in his ribs. Every into another's affair

"The Devil's Ca the story, "The Ri pioneer town of Sa off from the rest o San Francisco being

At the time of lance committee b young fellow, John paper for the advanc

is desperately in love daughter of the prop of the most notorious saloon in the camp. That puts him in bad with vigilantes and things wind up with his being deported with the other the river boat.

The boilers on the old ramshackle craft blow up. Many of the sengers land safely at San Francisco, but Joyce, his sister Martha, and Faro with several others and the crew are swept seaward.

Out past the Golden Gate they drift, out, far out, into the Pacific into— what?

The picture brings it all to the screen at the ..... Theatre soon.

Pauline Starke plays the part of Faro Sampson; William Collier, Jr., is young Joyce and Claire Adams appears in the role of his sister. Wallace Beery, said to have the greatest role of his screen career in this picture, plays Ben, a stoker on the river boat. He starts no end of trouble by trying to force his drunken attentions on Faro and kicks Joyce around unmercifully when he attempts to interfere.

Other big names in the supporting cast include Raymond Hatton, Dale Fuller, George Cooper, "Spec" O'Donnell, Emmett King, John Dillion and Louis King.

### Wallace Beery Has His Greatest Role in the Paramount Production, "The Devil's Cargo"

Only one side of Wallace Beery has been shown to those who have seen him on the screen.

Usually he is seen in a part wherein his giant stature and tremendous strength are prominent.

His skill as a rider of outlaw bronchos is far better known than his skill as a pianist, although he can play Rachmaninoff's prelude and other classics with real artistry.

His seventeen-inch biceps are much more prominent than his fine, well trained baritone voice.

Motion picture patrons are familiar with his feats of strength. They are unacquainted with the fact that he is a student of political

science.

Beery's many talents weigh lightly on his massive shoulders.

"A director would like to have Beery in his cast even if he were not a skilled actor," says Victor Fleming who directed the Paramount's "The Devil's Cargo." "Wally keeps the whole company in spirits and that is half the battle. If he ever tires or grows down, no one ever is permitted to know it. He's always telling a funny story, mimicking someone, banging the piano or singing."

In "The Devil's Cargo," coming to the ..... Theatre for a run of ..... days on ..... next, Beery makes his debut on the screen as a real working man. He appears as a stoker on a Sacramento river steamer.

Pauline Starke, William Collier, Jr., and Claire Adams are featured with Beery in the principal roles of the story, adapted for the screen by A. P. Younger from "The River Boat", by Charles E. Whittaker. It's a love melodrama of California in 1850.

### Old Stern Wheeler Rebuilt for River Scenes in "The Devil's Cargo," Featuring A-1 Cast

An old Sacramento steamboat, a stern wheeler of the type used on the river 75 years ago, was secured, refitted and put in shape for use in "The Devil's Cargo", Victor Fleming's newest production for Paramount which opens ..... at the ..... Theatre.

The boat was found by Fleming's representatives in San Francisco. They were told that had it been considered worth while the boat would have been converted into firewood years ago. Considerable carpentry, a great deal of work on the wood burning engine and much painting put the craft into order again.

The story, dealing with the activities of the vigilantes in the early California gold days, was written by Charles Whittaker under the title, "The River Boat", and adapted to the screen by A. P. Younger.

## PUTTING IT OVER RIGHT

When you give yo  
evil's Cargo" you  
eatest lov

day run "TH  
DEVIL'S CARGO is low in ....  
on its way to ..... The  
"THE DEVIL'S CARGO is  
..... at last. see it at t  
....."

Get up a sticker with just the ti  
of the picture on it. Paste these  
packing boxes, etc.

"What makes THE DEVIL  
CAR-GO? A ..... motor mak  
the ..... car go. Here's  
idea to be put over with autom  
bile agencies.

Have a fellow dressed as a dev  
drive around town in a car su  
ably placarded.

DEVIL'S CARGO  
PAULINE STARKE WALLACE BEERY W  
and CLARE ADAMS

### Special 3' x 10' Colored

Have ministers m  
VIL'S CARGO the  
sermon.

Tie-up with the  
ment on the reform

Steamship compan  
travels our way tr  
and comfort—not l  
VIL'S CARGO."

Express compan  
dle your luggage w  
so on.

Hang a sign on the side of  
auto trucks and the  
not THE DEVIL'S

Get your lobby up after  
fashion of an old sternw  
steamboat — railing along  
street front, gangplank leading  
to the entrance.



# HER BIG BOX-OFFICE KNOCKOUT IN USE THESE STORIES AND PRESS REVIEWS

## PUTTING IT OVER RIGHT

When you give your  
devil's Cargo, you  
get the latest lov-

## Big Thrill Scenes in "The Devil's Cargo", a Paramount

YOU wouldn't believe it possible to pile so many punch scenes in to a picture as are found in Paramount's "The Devil's Cargo," which is the feature at the ..... Theatre all this week.

The story, an adaptation of "The River Boat" by Charles Whittaker, is a fine love melodrama of California in 1850. It opens in the old gold town of Sacramento.

Victor Fleming, the director (he made "Code of the Sea", "Empty Hands" and others), took his cast and crew of more than two-hundred men and women down to the Sacramento River for a month's stay. Here they built a replica of the old pioneer town and relived the lives of its people.

"The Devil's Cargo" is an accurate, graphic picture of the thrill-filled days of the dim and distant past—of the days of the great open spaces where men were mean. And there's one particularly hateful character in the picture—Wallace Beery—he of "Robin Hood" and "The Sea Hawk". Beery, it is claimed, has the finest role of his career as the big brute stoker of the river boat, on which the vigilantes, a band of law-abiding citizens of Sacramento, deport the town's undesirables.

In the picture you see one of the greatest free-for-alls of your life between Beery and William Collier, Jr. Both are featured in the production with Pauline Starke and Claire Adams.

The "Bonanza" saloon and gambling hall is another big scene. Everything is faithfully reproduced, the bar, roulette and card tables over which fortune after fortune in gold nuggets passed years ago, etc. The river boat sequence is crammed full of action. Here you have one good man and an innocent girl adrift on the Pacific in an old hulk of a craft with the gamblers and thieves of Sacramento as shipmates—and a half-crazed stoker, a mountain of a man, playing the role of captain. Here's a real gripping situation and advance reports have it that Fleming has handled it in a masterful manner.

The meeting of the vigilantes, comedy street scenes, night shots, etc., are but a few of the other highlights in the picture.

Raymond Hatton, Dale Fuller, George Cooper and Emmett King appear in the supporting cast.

## William Collier Featured in "The Devil's Cargo," First of Paramount's Second Forty

William Collier, Jr., son of one of the stage's leading lights, comes to the screen at the ..... Theatre on ..... next in a featured role in the Victor Fleming-Paramount production, "The Devil's Cargo". Wallace Beery, Pauline Starke and Claire Adams are others in principal roles in the picture which was adapted to the screen by A. P. Younger from Charles Whittaker's story, "The River Boat".

Collier's part in the picture is that of an editor of an 1850 Sacramento newspaper who sides in with the vigilantes of the town, a band of law-respecting citizens who plan to drive out all the undesirables. Collier, as John Joyce, falls in love with

Faro Sampson (Pauline Starke), daughter of the proprietor of Sacramento's most notorious saloon and gambling den, and gets himself in bad with the vigilantes.

The rest of the production has to do with the deportation of the undesirables—Joyce and his sister among them. They are shipped off on a rickety old river boat which drifts far out into the middle of the ocean.

It is here that follows the great free-for-all between Beery and Collier.

Raymond Hatton, Dale Fuller, George Cooper and Emmett King appear in the supporting cast.

Special 3' x 10' Colored B

## Raymond Hatton in Funniest Characterization in "The Devil's Cargo," New Paramount Film

"You can't always be a hero and you may as well resign yourself to your fate," says Raymond Hatton heading the supporting cast in the Paramount picture, "The Devil's Cargo," on ..... at the ..... Theatre.

"It is the same in motion pictures as in real life," he goes on to say. "We would all like to be the hero. But if the picture were all cluttered up with heroes it would be a sorry affair."

"Someone must play the role that does not get sympathy from the audience. Someone must even be the villain when the plot of the story demands one."

Hatton specializes at comedy characterizations. He never fails to get a laugh from the audience. His role in "The Devil's Cargo", which Victor Fleming directed, is that of a little "hard boiled" mate of a river boat.

Featured in the cast of the production are Pauline Starke, Wallace Beery, William Collier, Jr., and Claire Adams.

## Twenty-Nine Notches in an Old Six-Shooter

That's Wallace Beery's record to date and it is his version of the old time custom of "bad men" putting a notch in their guns every time they killed a man.

Beery usually gets killed in a picture and when each picture is finished he puts a notch in to mark his newest departure from the screen world.

His latest "bad man" role is in Victor Fleming's production for Paramount, "The Devil's Cargo", opening next ..... at the ..... Other featured players are Pauline Starke, Claire Adams and William

## REVIEWS

### "The Devil's Cargo"

AND we're here, gentlemen, to consider ways and means of ending the lawlessness that is rampant in Sacramento—

There, in brief, you have the plot of "The Devil's Cargo", the new Paramount picture which opened last night at the ..... Theatre. Victor Fleming directed the production from A. P. Younger's adaptation of Charles Whittaker's story, "The River Boat." Pauline Starke, Wallace Beery, William Collier, Jr., and Claire Adams are featured in leading roles.

The story is one of Sacramento in 1850—a gold-rush town where a crooked look meant a fight, with one of the contestants winding up, "six feet under." It was this lawless element that the vigilantes, composed of the "level heads" of the town, were trying to combat.

Editor John Joyce (Collier), editor of somewhat puritanical views, to conduct the local paper for the furtherance of the cause of the vigilantes. He falls in love with Faro Sampson (Miss Starke), daughter of "Square Deal" Sampson who makes a comfortable living out of the "Bonanza" saloon until the vigilantes take a notion to deport him and the rest of his kind.

Faro discovers that Joyce, some way or other, is at the bottom of the affair, and what she doesn't do to the poor fellow isn't worth mentioning. The vigilantes enter her home to find her in Joyce's arms. Appearances convict, of course, and the editor is driven out of town with the others.

There is a mutiny on the river boat when the captain is refused landing at San Francisco. Many fight their way ashore, but others, Faro, Joyce and his sister among them, are carried out to sea on the craft whose boilers have blown up.

The first mate of the boat (Beery), a big brute of a fellow, takes charge of affairs. He forces Faro to accept his drunken attentions and wipes the decks with young Joyce when he attempts to interfere. Just as the burly stoker is about to triumph help comes from above—not the kind you might expect from such a statement, but help, nevertheless, in the form of a good healthy club in the hands of the "bouncer" of the Bonanza. A sailing ship is sighted and it is a new crowd that is taken aboard.

Here's action, thrills, love interest and all the rest packed into one of the most entertaining pictures you've seen in some time.

Raymond Hatton heads the strong supporting cast.

(Review No. 2)

### What is "The Devil's Cargo?"

It's Victor Fleming's latest production for Paramount, which is the feature all this week at the ..... Theatre, featuring Pauline Starke, Wallace Beery, William Collier, Jr., and Claire Adams, with Raymond Hatton and others appearing in support.

Wallace Beery has his greatest screen role in this picture, an adaptation of the story, "The River Boat," by Charles Whittaker. He plays the role of a massive stoker on the river boat which is chartered by the vigilantes of Sacramento to deport the town's undesirables. There is a mutiny on board and Beery comes up on deck to find the captain slain. He takes the little first mate, a part played to perfection by Hatton, and tosses him into the sea, dons the captain's hat and assumes command.

Here's the situation: Two young girls and one good man adrift in the middle of the Pacific with a cargo of the lowest sort of humans imaginable and forced to cater to the slightest wishes of a mad man.

What happens? That's what's making the picture prove so popular at the ..... See this one and you see a real picture!



and Beery in the east of the Devil's Cargo", which will be shown next ..... at the ..... Theatre.

Other embryo sailors on the eventful trip were Raymond Hatton and Dale Fuller.

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Explaining to members of the younger generation why two plus two equal four and drumming into little heads the names of the States, their capitals and principal products would be the work followed by Pauline Starke if she were not a motion picture actress. Chance took her from the doors of the California State Normal School in Los Angeles and placed her before the camera. While she never has regretted her choice of professions she believes she would have been contented with a teacher's career.

Miss Starke substituted for the regular teacher at the Lasky studio in Hollywood in hearing the lessons

of "Spec" O'Donnell, featured star appearing in the cast of "The Devil's Cargo" and held the job without trouble for two weeks.

Miss Starke is featured with Wallace Beery, William Collier, Jr., and Claire Adams in the leading roles of "The Devil's Cargo," an adaptation of Charles Whittaker's story, "The River Boat," which opens a ..... days' run next ..... at the ..... Theatre.

## Still a Few Left

Not every girl has her hair bobbed. When Victor Fleming was prepared to film "The Devil's Cargo," a story of early California, he asked the casting department at the Lasky Studio for fifty girls to be used in the dance hall scenes and to wear period costumes of 1850.

In addition to being pretty it was necessary to consider only long-haired girls.

When the call was sent out, more than two hundred girls with flowing tresses appeared at the casting office and the selection of fifty was an easy task.

Wallace Beery, Pauline Starke, Claire Adams and William Collier, Jr. are featured players in this Victor Fleming production for Paramount, coming next ..... to the ..... Theatre.

Pauline Starke plays the part of Faro Sampson, William Collier, Jr. is young Joyce and Claire Adams appears in the role of his sister. Wallace Beery, said to have the greatest role of his screen career in this picture, plays Ben, a stoker on the river boat. He starts no end of trouble by trying to force his drunken attentions on Faro and kicks Joyce around unmercifully when he attempts to interfere.

Other big names in the supporting cast include Raymond Hatton, Dale Fuller, George Cooper, "Spec" O'Donnell, Emmett King, John Dillion and Louis King.

## Wallace Beery Has His Greatest Role in the Paramount Production, "The Devil's Cargo"

Only one side of Wallace Beery has been shown to those who have seen him on the screen.

Usually he is seen in a part wherein his giant stature and tremendous strength are prominent.

His skill as a rider of outlaw bronchos is far better known than his skill as a pianist, although he can play Rachmaninoff's prelude and other classics with real artistry.

His seventeen-inch biceps are much more prominent than his fine, well trained baritone voice.

Motion picture patrons are familiar with his feats of strength. They are unacquainted with the fact that he is a student of political science.

Beery's many talents weigh lightly on his massive shoulders.

"A director would like to have Beery in his cast even if he were not a skilled actor," says Victor Fleming who directed the picture for Paramount's "The Devil's Cargo." "Wally keeps the whole company in a state of spirits and that is half the battle. If he ever tires or grows downcast no one ever is permitted to know it. He's always telling a funny story, mimicking someone, banging the piano or singing."

In "The Devil's Cargo," coming to the ..... Theatre for a run of ..... days on ..... next, Beery makes his debut on the screen as a real working man. He appears as a stoker on a Sacramento river steamer.

Pauline Starke, William Collier, Jr., and Claire Adams are featured with Beery in the principal roles of the story, adapted for the screen by A. P. Younger from "The River Boat", by Charles E. Whittaker. It's a love melodrama of California in 1850.

## Old Stern Wheeler Rebuilt for River Scenes in "The Devil's Cargo," Featuring A-1 Cast

An old Sacramento steamboat, a stern wheeler of the type used on the river 75 years ago, was secured, refitted and put in shape for use in "The Devil's Cargo", Victor Fleming's newest production for Paramount which opens ..... at the ..... Theatre.

The boat was found by Fleming's representatives in San Francisco. They were told that had it been considered worth while the boat would have been converted into firewood years ago. Considerable carpentry, a great deal of work on the wood burning engine and much painting put the craft into order again.

The story, dealing with the activities of the vigilantes in the early California gold days, was written by Charles Whittaker under the title, "The River Boat", and adapted to the screen by A. P. Younger.

The featured players in "The Devil's Cargo" are Wallace Beery, Pauline Starke, Claire Adams and William Collier, Jr. Others are Raymond Hatton, Dale Fuller, George Cooper and John Dillion.

## Pauline Starke Has Fine Role in Featured Cast of Victor Fleming-Paramount Picture, "Devil's Cargo"

Pauline Starke, recently seen in support of Pola Negri in the Ernst Lubitsch production of "Forbidden Paradise" for Paramount, has, perhaps,

the finest role of her lengthy picture career in the cast of "The Devil's Cargo", another Paramount—a Victor Fleming production, coming to the ..... Theatre on ..... Miss Starke is featured with Wallace Beery, William Collier, Jr., and Claire Adams. Her role is that of the daughter of the proprietor of a saloon and gambling hall in Sacramento, the scene of the story, which is one of California seventy-five years ago.

Since Miss Starke appeared with Thomas Meighan in her first Paramount picture, "If You Believe It, It's So", she has forged steadily ahead. During the past year she appeared in several outstanding successes.

"The Devil's Cargo" is said to be one of the fastest moving stories you've seen in some time. It will remain at the ..... for ..... days.

## Rough and Tumble Screen Fight

Wallace Beery and William Collier, Jr., have challenged each other to a finish fight with bare fists and boot heels. The battle is to take place in ..... on ..... The place is the ..... Theatre—and there is no way of cancelling the battle other than by changing the play dates of Victor Fleming's latest production for Paramount, "The Devil's Cargo", in which the belligerent pair are featured with Pauline Starke and Claire Adams in the leading roles.

Collier is barely five feet ten and weighs 140 pounds; Beery is six feet one and weighs 235. Beery is the favorite in such wagers as are being made regarding the outcome.

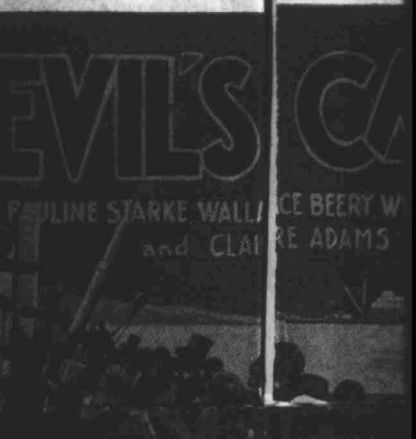
Our advice is to save your money, see the picture and enjoy yourself.

"The Devil's Cargo" is a love melodrama, adapted from Charles Whittaker's story, "The River Boat".

Get up a sticker with just the title of the picture on it. Paste these on the packing boxes, etc.

"What makes THE DEVIL'S CARGO? A ..... car go. the ..... car go. idea to be put over the ..... agencies.

Have a fellow dressed as a devil drive around town in a car suitably placarded.



## Special 3' x 10' Colored Banner—Only

Have ministers make THE DEVIL'S CARGO the subject of their sermon.

Tie-up with the police department on the reform idea.

Steamship companies—"He who travels our way travels in style and comfort—not like THE DEVIL'S CARGO."

Express companies—"We handle your luggage with care." And so on.

Hang a sign on the side of your auto trucks and the like, "This is not THE DEVIL'S CARGO."

Get your lobby up after the fashion of an old sternwheeler steamboat—railing along the street front, gangplank leading in to the entrance.

This is a big special production and Paramount has gotten out some special advertising on it. There's a brand new banner 3' x 8'. Colored in bold, commanding style, they'll see it a mile off if you hang it on your marquee or over your entrance.

Are you a regular reader? Give the one on "The Devil's Cargo" a try and you'll use them a ways. They're cheap and effective.

Advertise this one as directed by the man who made "Code of the Sea" and "Empty Hands," with Wallace Beery in his greatest role. Every name in the cast means something at the box-office.

Local prohibition enforcement agents might be tied-up on the one, too—"What might have happened in ..... as shown in 'The Devil's Cargo'."

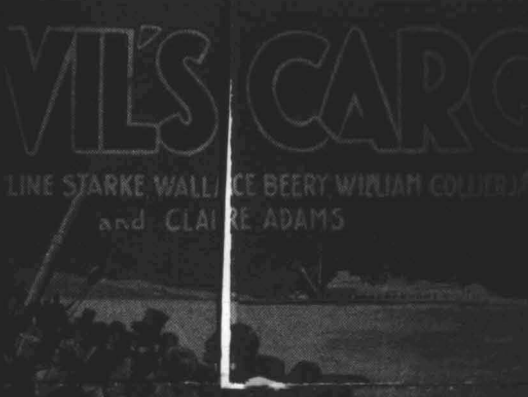
There's an American historic background to the story. Might be some sort of stunt here with the schools—special showings, etc.

Cover the town with the tea window card on this picture. reads "What makes THE DEVIL'S CARGO?"

# When saint and sinner meet and



at last. See it at the  
.....  
Get up a sticker with just the title  
the picture on it. Paste these on  
.....  
"What makes THE DEVIL'S  
AR-GO? A ..... motor makes  
e ..... car go. Here's an  
ea to be put over with automo-  
e agencies.  
Have a fellow dressed as a devil  
ive around town in a car suit-  
ly placarded.



l 3' x 10' Colored Banner—Only \$2.00

Have ministers make THE DE-  
IL'S CARGO the subject of a  
rmon.  
Tie-up with the police depart-  
ent on the reform sea.  
Steamship companies—"He who  
ravel's our way travels in style  
nd comfort—not like THE DE-  
IL'S CARGO."  
Express companies—"We han-  
le your luggage with care." And  
o on.

Hang a sign on the side of big  
uto trucks and the like, "This is  
ot THE DEVIL'S CARGO."

Get your lobby up after the  
ashion of an old sternwheel  
teamboat—railing along the  
street front, gangplank leading in-  
o the entrance.

This is a big special production  
nd Paramount has gotten out  
ome special advertising on it.  
There's a brand new banner 3' x  
' Colored in bold, commanding  
yle, they'll see it a mile off if you  
ang it on your marquee or over  
our entrance.

Are you a regular movie user?  
Give the one on "The Devil's Car-  
go"—a try and you'll use them al-  
ways. They're cheap and effec-  
tive.

Advertise this one as directed by  
the man who made "Code of the  
Sea" and "Empty Hands," with  
Wallace Beery in his greatest role.  
Every name in the cast means  
something at the box-office.

Local prohibition enforcement  
agents might be tied-up on this  
one, too—"What might have hap-  
pened in ..... as shown in  
'The Devil's Cargo'."

There's an American historical  
background to the story. Might  
be some sort of stunt here with  
the schools—special showings, etc.

Cover the town with the teaser  
window card on this picture. It  
reads "What makes THE DE-  
VIL'S CARGO?"

situation and advance reports have it that Fleming has  
masterful manner.  
The meeting of the vigilantes, comedy street scenes, night shots, etc.,  
are but a few of the other highlights in the picture.  
Raymond Hatton, Dale Fuller, George Cooper and Emmett King ap-  
pear in the supporting cast.

### William Collier Featured in "The Devil's Cargo," First of Paramount's Second Forty

William Collier, Jr., son of one of the stage's leading lights, comes  
to the screen at the ..... Theatre on ..... next in a  
featured role in the Victor Fleming-Paramount production, "The Devil's  
Cargo". Wallace Beery, Pauline Starke and Claire Adams are others in  
principal roles in the picture which was adapted to the screen by  
A. P. Younger from Charles Whittaker's story, "The River Boat".  
Collier's part in the picture is that of an editor of an 1850  
Sacramento newspaper who sides in with the vigilantes of the  
town, a band of law-respecting citizens who plan to drive out  
all the undesirables. Collier, as John Joyce, falls in love with  
Faro Sampson (Pauline Starke), daughter of  
the proprietor of Sacra-  
mento's most notorious  
saloon and gambling  
den, and gets himself in  
bad with the vigilantes.  
The rest of the pro-  
duction has to do with  
the deportation of the  
undesirables—Joyce and  
his sister among them.  
They are shipped off on  
a rickety old river boat  
which drifts far out into  
the ocean.  
.....  
..... said to be  
.....



### Raymond Hatton in Funniest Characterization in "The Devil's Cargo," New Paramount Film

"You can't always be a hero and you might as well resign yourself to  
your fate," says Raymond Hatton heading the supporting cast in the Para-  
mount picture, "The Devil's Cargo", on ..... at the .....  
"It is the same in motion pictures as in real life," he goes on to say.  
"We would all like to be the hero. But if the picture were all cluttered  
up with heroes it would be a sorry affair."  
"Someone must play the role that does not get sympathy from the  
audience. Someone must even be the villain when the plot of the story  
demands one."  
Hatton specializes at comedy characterizations. He never fails to get  
a laugh from the audience. His role in "The Devil's Cargo", which Victor  
Fleming directed, is that of a little "hard boiled" mate of a river boat.  
Featured in the cast of the production are Pauline Starke, Wallace  
Beery, William Collier, Jr., and Claire Adams.

### Twenty-Nine Notches in an Old Six-Shooter

That's Wallace Beery's record to date and it is his version of the old  
time custom of "bad men" putting a notch in their guns every time they  
killed a man.  
Beery usually gets killed in a picture and when each picture is finished  
he puts a notch in to mark his newest departure from the screen world.  
His latest "bad man" role is in Victor Fleming's production for Para-  
mount, "The Devil's Cargo", opening next ..... at the .....  
Other featured players are Pauline Starke, Claire Adams and William  
Collier, Jr.

### Held Over

The Paramount picture, "The Devil's Cargo", a Victor Fleming pro-  
duction adapted from Charles Whittaker's story, "The River Boat", which  
opened at the ..... Theatre on ..... last, will be held over  
for another day by popular demand. There's an all-star cast!

#### PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount ex-  
change exclusively for the purpose of helping you put your pic-  
tures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	(and San Antonio, Tex.)
ESHENFELDER, GEORGE	110 N. Lee Street	Seattle, Wash.
GAMBRILL, GEORGE	3721 Washington Blvd.	(and Portland, Ore.)
GAVIN, THOMAS	119-21 7th St.	Jacksonville, Fla.
HELLMAN, JACK	1100 First Avenue N.	(and Charlotte, N. C.)
KANTNER, OSCAR	201 Golden Gate Ave.	St. Louis, Mo.
MC CONVILLE, JOHN P.	8 Shawmut St.	Milwaukee, Wis.
MENDELSSOHN, WILLIAM	1563 East 21st St.	Minneapolis, Min.
MOON, RUSSELL B.	1327 S. Wabash Ave.	San Francisco, Cal.
PICKERING, HAROLD W.	133 E. 2nd St., So.	Boston, Mass.
RENAUD, KENNETH	2949 Cass Avenue	(and Portland, Me.)
ROBSON, WILLIAM N.	1018 Forbes St.	Cleveland, O.
SWIFT, HARRY	924 S. Olive St.	Chicago, Ill.
TAYLOR, WM.	514 Grand Ave.	Salt Lake City, Utah.
THOMAJAN, P. K.	113 S. Monroe St.	Detroit, Mich.
WALL, EDWARD J.	1101 N. Capitol Ave.	Pittsburgh, Pa.
WATERSTREET, IRVIN A.	138 S. Capitol Ave.	Los Angeles, Cal.
WHELAN, LESLIE F.	1219 Vine St.	Oklahoma City, Okla.
WREST, JAMES M.	1610 Davenport St.	Peoria, Ill.
WILLIAMS, GEORGE E.	254 Franklin St.	Washington, D. C.
ZELTNER, IRWIN	62 N. State St.	Indianapolis, Ind.
		Philadelphia, Pa.
		Omaha, Nebr.
		(and Des Moines, Iowa.)
		Buffalo, N. Y.
		Wilkes Barre, Pa.

Bonanza" saloon until the vigilantes  
take a notion to deport him and the  
rest of his kind.  
Faro discovers that Joyce, some  
way or other, is at the bottom of  
the affair, and what she doesn't do  
to the poor fellow isn't worth men-  
tioning. The vigilantes enter her  
home to find her in Joyce's arms.  
Appearances convict, of course, and  
the editor is driven out of town with  
the others.  
There is a mutiny on the river  
boat when the captain is refused land-  
ing at San Francisco. Many fight  
their way ashore, but others, Faro,  
Joyce and his sister among them,  
are carried out to sea on the craft  
whose boilers have blown up.  
The first mate of the boat, (Beery),  
a big brute of a fellow, takes charge  
of affairs. He forces Faro to accept  
his drunken attentions and wipes  
the decks with young Joyce when he  
attempts to interfere. Just as the  
burly stoker is about to triumph help  
comes from above—not the kind you  
might expect from such a statement,  
but help, nevertheless, in the form  
of a good healthy club in the hands  
of the "bouncer" of the Bonanza. A  
sailing ship is sighted and it is a  
new crowd that is taken aboard.  
Here's action, thrills, love inter-  
est and all the rest packed into one  
of the most entertaining pictures  
you've seen in some time.  
Raymond Hatton heads the strong  
supporting cast.

What is "The Devil's Cargo?"  
It's Victor Fleming's latest pro-  
duction for Paramount, which is the  
feature all this week at the .....  
Theatre, featuring Pauline Starke,  
Wallace Beery, William Collier, Jr.,  
and Claire Adams, with Raymond  
Hatton and others appearing in sup-  
port.

Wallace Beery has his greatest  
screen role in this picture, an adap-  
tation of the story, "The River Boat,"  
by Charles Whittaker. He plays the  
role of a massive stoker on the river  
boat which is chartered by the vigi-  
lantes of Sacramento to deport the  
town's undesirables. There is a  
mutiny on board and Beery comes  
up on deck to find the captain slain.  
He takes the little first mate, a part  
played to perfection by Hatton, and  
tosses him into the sea, dons the  
captain's hat and assumes command.  
Here's the situation: Two young  
girls and one good man adrift in the  
middle of the Pacific with a cargo  
of the lowest sort of humans imag-  
inable and forced to cater to the  
slightest wishes of a mad man.  
What happens? That's what's  
making the picture prove so popu-  
lar at the .....  
See this one and you see a real  
picture!

### No Make-up for Beery

Wallace Beery never has made a  
director delay the filming of a scene  
while he adjusted his make-up. The  
answer is that he doesn't wear any.  
In Beery's most recent screen ap-  
pearance, that of a sailor in "The  
Devil's Cargo," Victor Fleming's  
newest production for Paramount,  
he is shown with a two weeks' growth of beard.

sists of heavy shoes—"clodhoppers,"  
a pair of rough pants and an equally  
rough and ragged shirt. His hair  
is not even combed.  
"I can't remember when I've been  
dressed up in a picture," said Beery.  
"The folks at home are the only  
ones who ever see me in a well  
pressed suit and with my face washed  
and shaved."

In addition to Beery, the featured  
players in "The Devil's Cargo," which  
will be shown next ..... at the  
..... Theatre, include Pauline  
Starke, William Collier, Jr., and  
Claire Adams.  
Raymond Hatton is also in the  
cast.

### Closes Run Today

The final showings of the Victor  
Fleming-Paramount production, "The  
Devil's Cargo," which was shown for  
the first time in ..... in the  
..... Theatre on ..... last,  
will take place there today.  
Pauline Starke, Wallace Beery,  
William Collier, Jr., and Claire  
Adams are featured in the principal  
roles of the production which is a  
romantic thriller of the old gold-rush  
days of California.

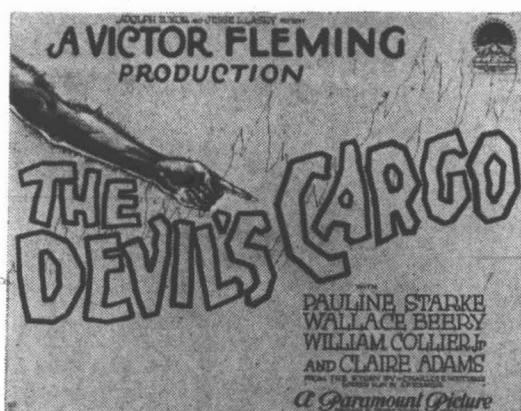
# Meet and love amid the devil's cargo





# Victor Fleming's Production "THE PARAMOUNT PAPER THAT H

"If It's Worth Running, It's Worth



SET OF EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

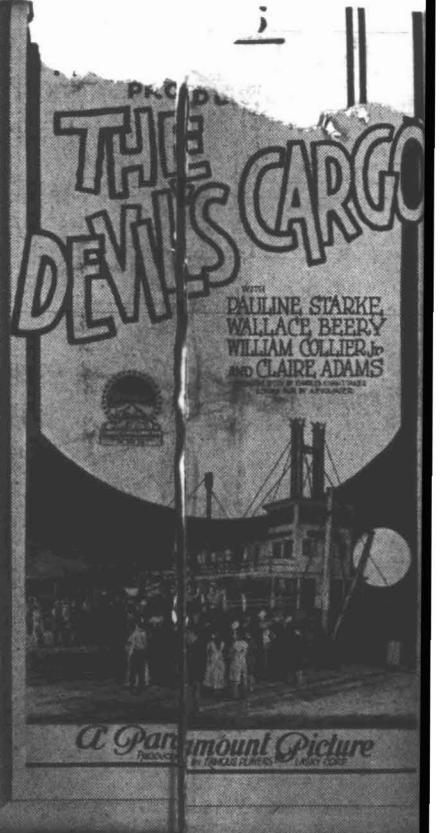
**NOTE:**—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising POSTERS	
One Sheet (1A and 1B).....	.10
Three Sheet (3A and 3B).....	.15
Six Sheet (6A).....	.25
Twenty-four Sheet (24A).....	.35
PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	1.50
11 x 14 Set of Eight (Colored).....	3.00

ADVERTISING CUTS	
One Column.....	.10
Two Column.....	.15
Supplementary (Two Column).....	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.10

Press Books and Music Cuts gratis.

Two Column.....	.10
Supplementary (Two Column).....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25
FOR GENERAL EXPLOITATION	
FRAMES, (Size 11 x 14 in.).....	1.50
14 x 35 in. to fit above.....	.25
Frames.....	1.50
thousand.....	3.00



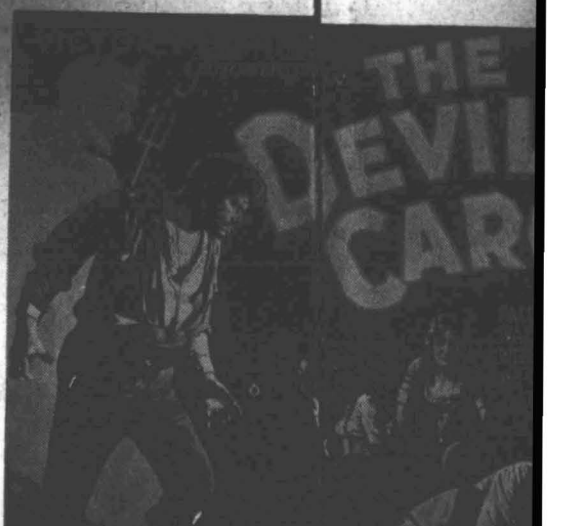
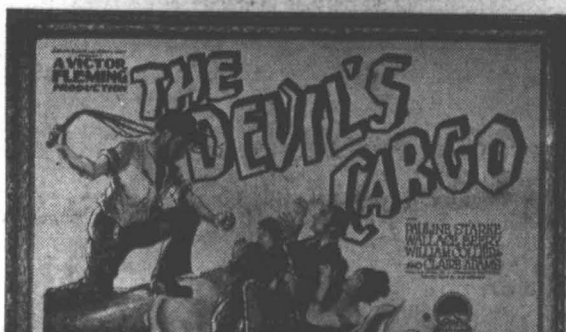
Colored Insert Card

## CROSS WORD PUZZLE BOOKS

A book of forty clever cross word puzzles, each one based on a famous Forty picture. Unlimited exploitation possibilities. Only 8c book. Sample at your exchange. Two-column newspaper mats also available.



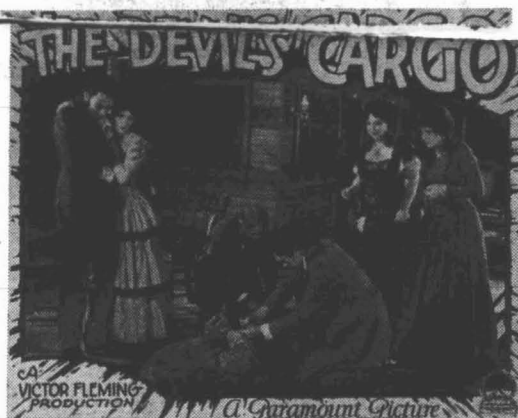
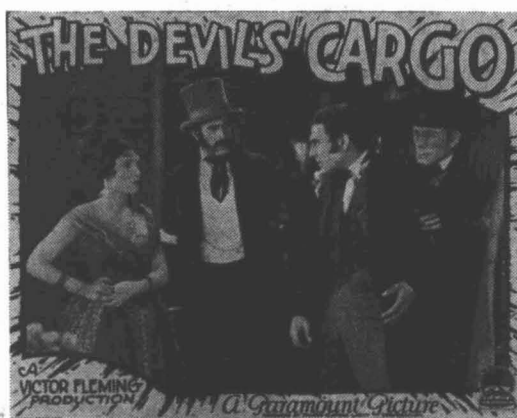
Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!





# Production "The Devil's Cargo" ER THAT PACKS THE PUNCH

*Running, It's Worth Advertising"*



COLORED LOBBY PHOTOS—EACH 11" x 14"

## Catchy Copy to Catch Crowds

When saint and sinner met and loved amid  
"The Devil's Cargo."

A person with no reputation may frequently have a heart of gold. See "The Devil's Cargo."

Down the roaring river with a load of golden entertainment.

Be on board when "The Devil's Cargo" sails the river of romance.

Folks, this is frank drama—but how you'll love it!

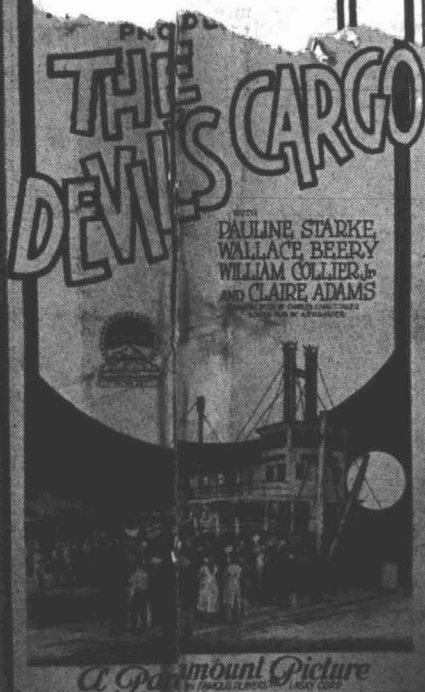
When dance hall belle and bandit, gambler and gunman, were rounded up by the Vice

Ship with "The Devil's Cargo" for a voyage of exciting entertainment.

lantes and shipped out of town on a river boat.

What would happen if men and women and men were driven out of town? See "The Devil's Cargo."

A seething tale of love and lawlessness in early California.



Color Insert Card

## CROSS WORD PUZZLE BOOKS

A book of forty clever cross word puzzles, each one based on a "Famous Forty" picture. Unlimited exploitation possibilities. Only 8c per book. Samples at your exchange. Two-column newspaper mats are also available.

Put the picture over the top by putting posters over the town. Here are real business-getters!







SET OF EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

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For Outdoor Advertising		Two Column	.....	10
POSTERS		Supplementary (Two Column)	.....	10
One Sheet (1A and 1B)	.....	Three Column	.....	15
Three Sheet (3A and 3B)	.....	Four Column (Adv. Only)	.....	25
Six Sheet (6A)	.....	GENERAL EXPLOITATION		
Twenty-four Sheet (24A)	.....	Frames, (Size 17 x 23 in.)	.....	1.50
PHOTOS FOR YOUR LOBBY		Frames, (14 x 20 in. to 21 in.)	.....	.25
22 x 28 (Colored)	.....	Frames	.....	1.50
11 x 14 Set of Eight (Colored)	.....		.....	2.00
ADVERTISING CUTS		Puzzle Book	.....	.05
One Column	.....	Slide	.....	.15
Two Column	.....	Photo, Back	.....	.10
Supplementary (Two Column)	.....	Transit National Screen Service		
MATS, ADVERTISING, PRODUCTION, ETC.		132 W. 40th St., New York City		
One Column	.....	845 So. Wabash Ave., Chicago, Ill.		
Press Books and Music Cuts gratis.		817 So. Olive St., Los Angeles, Cal.		

Colored Insert Card

## CROSS WORD PUZZLE BOOKS

A book of forty clever cross puzzles, each one based on a famous "Forty" picture. Unlimited exploitation possibilities. Only one book. Samples at your exchange. Two-column newspaper material also available.

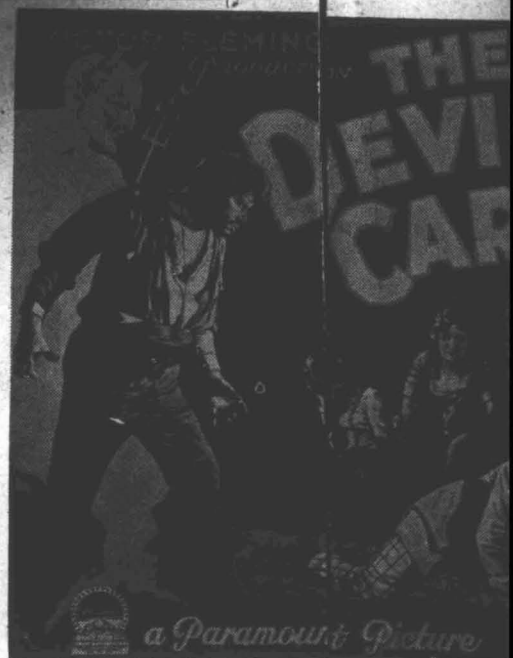


One Sheet Poster 1A

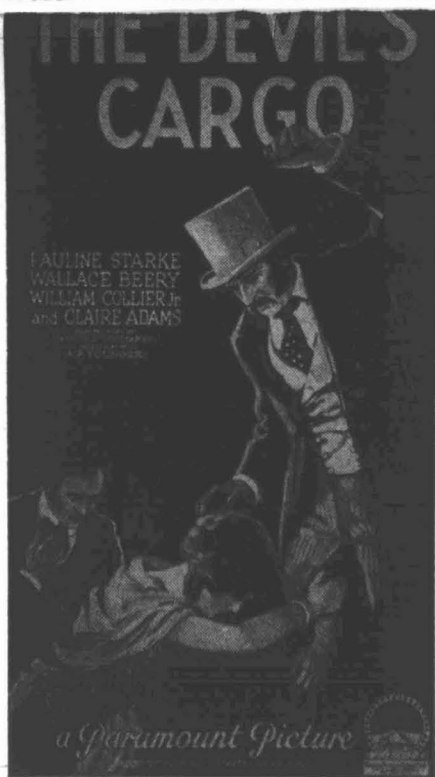
Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



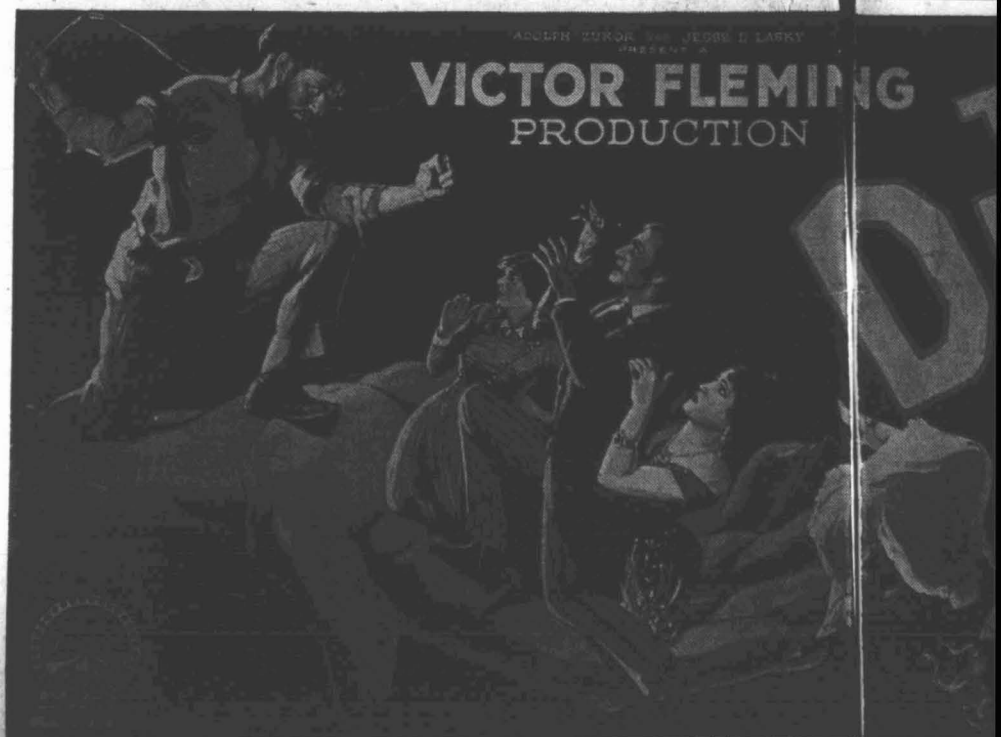
Colored Lobby Card (22" x 28")



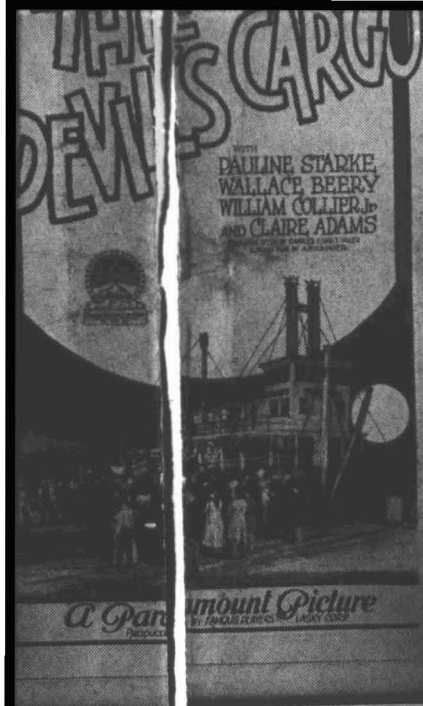
Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



COLORED LOBBY PHOTOS—EACH 11" x 14"

## Catchy Copy to Catch Crowds

When saint and sinner met and loved amid  
"The Devil's Cargo."

Down the roaring river with a load of  
golden entertainment.

Folks, this is frank drama—but  
how you'll love it!

Ship with "The Devil's Cargo" for a  
voyage of exciting entertainment.

What would happen if the bad women  
and men were driven out of town? See  
"The Devil's Cargo."

A person with no reputation may fre-  
quently have a heart of gold. See "The  
Devil's Cargo."

Be on board when "The Devil's Cargo"  
sails the river of romance.

When dance hall belle and bandit, gambler  
and gunman, were rounded up by the Vi-  
lantes and shipped out of town on a river  
boat.

A seething tale of love and lawlessness  
in early California.

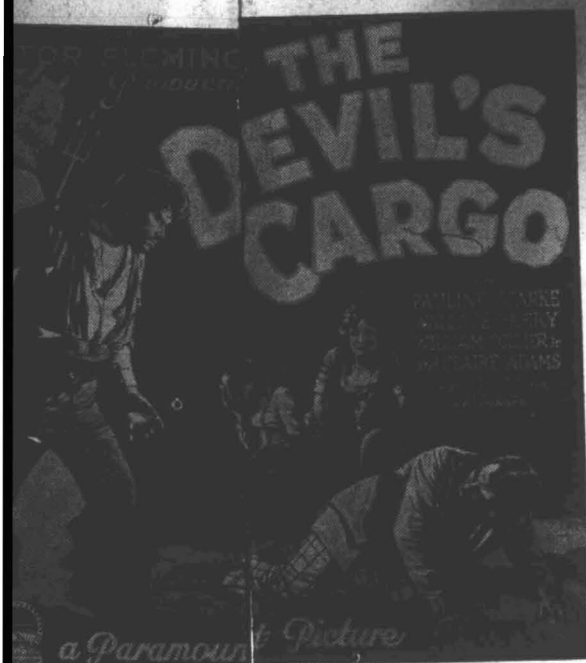
## CROSS WORD PUZZLE BOOKS

A book of forty clever cross word  
puzzles, each based on a "Fa-  
mous Forty" picture. Unlimited ex-  
ploitation possibilities. Only 8c per  
book. Sample at your exchange.  
Two-column newspaper mats are  
also available.

Put the picture over the top by  
putting posters over the town.  
Here are real business-getters!



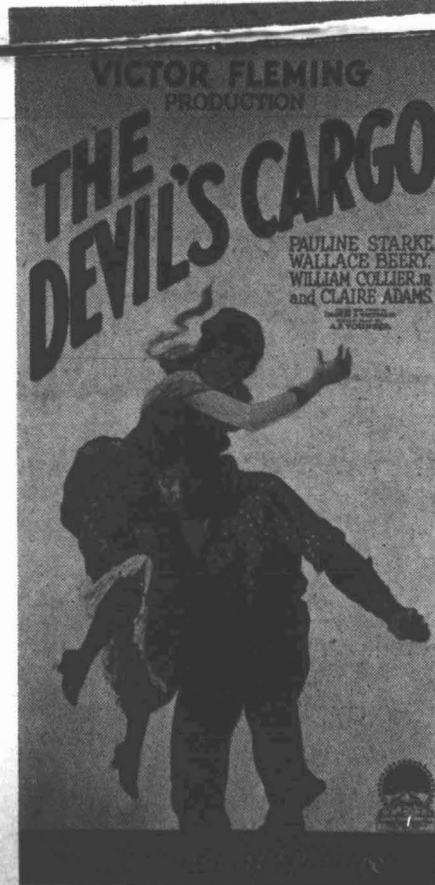
One Sheet Poster 1B



Six Sheet Poster 6A



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

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